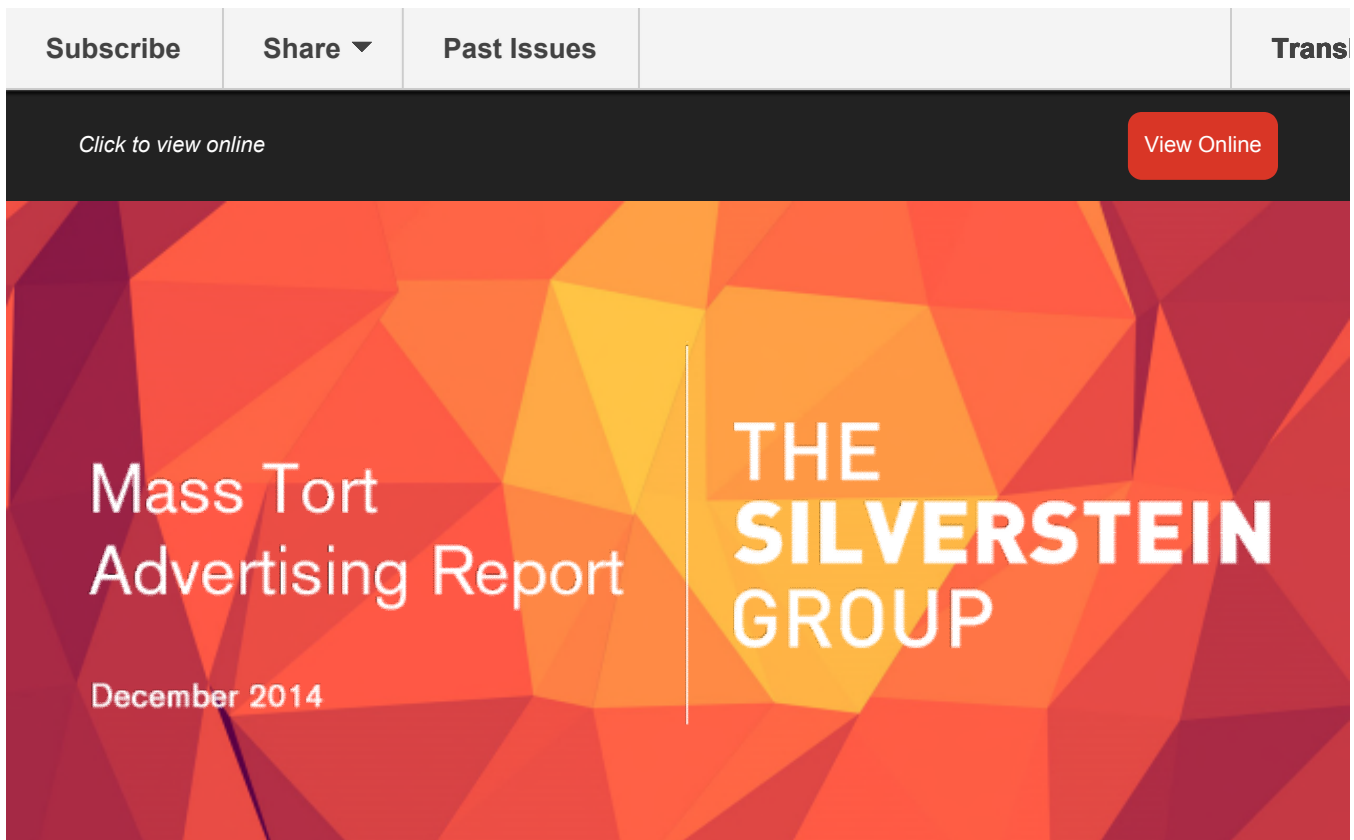
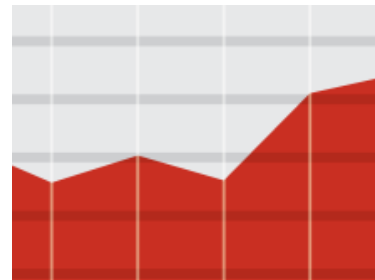


Exhibit 11



REPORT HIGHLIGHTS



Xarelto remains top drug or device despite drop in ads

Xarelto was once again the top drug featured in mass tort TV ads and should remain a primary target after the recent decision to **consolidate nearly two dozen suits** in federal court.

Benicar ad spend triples

Mass tort ads targeting the blood pressure drug Benicar more than tripled in November following an FDA warning that the drug causes severe **gastrointestinal problems** and the filing of a number of lawsuits.

Pelvic mesh ads up after plaintiffs' victories

Following a **number** of **plaintiffs' victories** at trial, advertising spending on mass tort ads targeting pelvic mesh products increased by 27% in November.



Are potential jurors biased by attorney ads?

Determine potential juror bias with comprehensive analyses of attorney advertising around the trial venue.

DRUGS & MEDICAL DEVICES

TOP MOVERS

Drugs and medical devices with the greatest change in the estimated amount spent compared with the previous month.



Biggest Increase Pelvic Mesh +27%

November: \$3.8M
October: \$3M

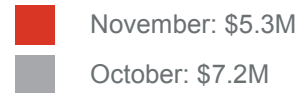
Top 3 Increases

1. Pelvic Mesh +\$830K
2. Hip Implants +480K
3. Benicar +154K



Biggest Decrease

Xarelto -26%



Top 3 Decreases

1. Xarelto -\$1.9M
2. Risperdal-Risperidone -\$480K
3. Testosterone -\$270K

TOP DRUGS & MEDICAL DEVICES FEATURED IN MASS TORT ADS



1. XARELTO: \$5.3M
2. PELVIC MESH: \$3.8M
3. HIP IMPLANTS: \$1.4M
4. POWER MORCELLATORS: \$1.4M
5. TESTOSTERONE: \$680K
6. OTHER: \$2M



Know before the lawsuits are filed.

Detect and monitor litigation threats with regular reports on mass tort TV ads targeting particular drugs and devices.



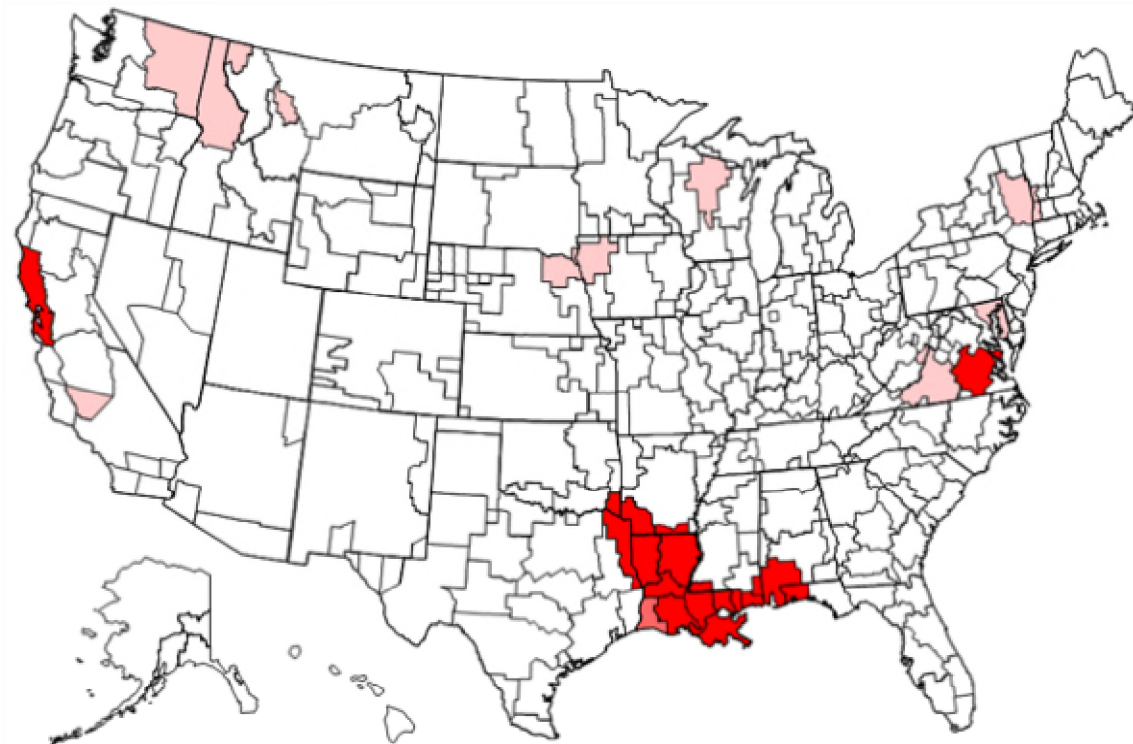
Law firms launch airbag defect ad campaigns amidst auto recalls

In the wake of national recalls of vehicles with Takata airbags, plaintiffs' law firms have begun an aggressive advertising campaign seeking potential victims.

Over \$340,000 was spent by law firms in November to air nearly 1,100 ads focused on the airbag issue.

[Read full article](#)

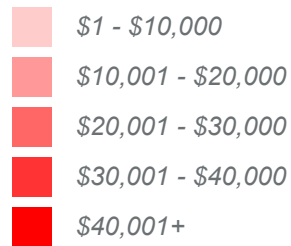
AIRBAG RECALL MASS TORT ADS: EST. SPENDING BY MEDIA MARKET, NOVEMBER 2014.



Top Markets:

1. Richmond
2. San Francisco
3. New Orleans
4. Baton Rouge
5. Shreveport

Key:



\$147K

National Broadcast*

\$12K

National Cable**

* Includes national broadcast networks such as CBS, ABC, and Fox.

** Includes national cable channels such as ESPN, CNN, and Fox News.

TOP MASS TORT ADVERTISERS, NOVEMBER 2014.



Top Sponsor Spending



VIDEOS

Airbag Recall Mass Tort Ads



Watch Video At Mass Tort
Ad Watch Blog

Benicar Mass Tort Ad



Watch Video



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The Silverstein Group
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